

Louisville Cardinals vs Wake Forest Demon Deacons Mens Basketball

DATE: Saturday, February 7, 2026
LOCATION: Winston-Salem, North Carolina, US

Event Description

Louisville Cardinals vs Wake Forest Demon Deacons Mens Basketball is a premier sports event in Winston-Salem. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 69/100

Expected Attendance: 8,906 people

Event ID: 6uECAdZBeXafKhuGND

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,562 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.